Claims

[c1]   1. A system for charity associated marketing comprising,

a) means for system control including means for identifying system participants;

b) said means for identifying system participants including means for identifying one or more customers or one or more organizations with a cause and for producing and recording transaction data related to said one or more customers or said one or more organizations with a cause;

c) means for data communication connecting said means for identifying one or more customers or for identifying one or more organizations with a cause;

d) said means for system control including means connected to said means for data communication for receiving transaction data indicative of transactions related to said one or more of customer or said one or more organization with a cause, for producing credit data indicative of at least a part of said transactions to be credited to a respective system participant.

[c2]   2. The system of claim 1, wherein,

e) said means for producing credit data, for producing separate respective credit data for separate respective system participants or said credit data with separate respective credit allowances.

[c3]   3. The system of claim 1, wherein,

f) said means for identifying system participants including

means for identifying a account manager;

g) said means for producing credit data producing credit data

indicative of at least a part of said transactions to be credited

to said account manager.

[c4]   4. The system of claim 2, wherein,

h) said means for producing separate respective credit data

for separate respective system participants, directly producing

said separate respective credit data from said transaction data

or indirectly in response to said directly produced separate

respective credit data.

[c5]   5. The system of claim 2, wherein,

i) said means for producing credit data for producing separate

respective credit data for separate respective system

participants, including means for producing separate

respective credit data in response to separate respective

marketing levels.

[c6]   6. The system of claim 2, wherein,

j) said means for producing separate respective credit data for

separate respective system participants with separate

respective credit allowances includes means for producing

said separate respective credit data for vendors with a

preferred presence relation with one or more system

participants or for vendors with an associated presence relation with one or more system participants.

[c7]   7. The system of claim 1, wherein,

k) said means for system control includes means for identifying said transactions with system participants acting in said transactions and system participants reacting to said transactions.

[c8]   8. The system of claim 7, wherein, at least some of said s system participants reacting to said transactions receive credit data derived from credit data credited to said system participants acting in said transactions.

[c9]   9. A data processing system for charity associated marketing, comprising,

a) a central data processing site connected to a communications system;

b) a customer data processing site connected to said communications system;

c) a plurality of organizations with a cause sites connected to said communications system;

d) said customer data processing site producing data indicative of a transaction for a designated respective organization with a cause, in response to a customer's purchase order or donation order, entered through said customer data processing site;

e) said central data processing site, responsive to said data indicative of transaction, producing organization with a cause credit data indicative of at least a part of or percentage of the amount of said transaction credited to said designated respective organization with a cause site; and

f) said central data processing site producing a record of said organization with a cause credit data.

[c10] 10. The data processing system of claim 9, including,

g) an account manager site; and

h) said central data processing site responsive to said data indicative of a transaction, producing account manager credit data indicative of at least a part of or percentage of the amount of said transaction credited to said account manager site; and

i) said central data processing site producing a record of said account manager credit data.

[c11] 11. The data processing system of claim 9, including ,

i) a preferred vendor site connected to said communication system;

j) a associated vendor site, connected to said communication system;

k) said preferred vendor site related to said central processing site or to said plurality of organizations with a cause sites, by a primary communication link and said associated vendor site

related to said central processing site or to said plurality of organizations with a cause sites, by a secondary communications link; and wherein,

l) said central data processing site, responsive to said data indicative of transaction, producing preferred vendor or associated vendor credit data related to said primary and secondary communications links.

[c12]   12. A method of charity associated marketing comprising the steps of,

a) identifying system participants;

b) identifying one or more customers or one or more organizations with a cause and producing and recording transaction data related to said one or more customers or said one or more organizations with a cause; and

c) receiving said transaction data indicative of transactions related to said one or more customers or said one or more organization with a cause, for producing credit data indicative of a part of said transactions to be credited to a respective system participant.

[c13]   13. The method of claim 12, wherein,

d) said step of producing credit data, producing separate respective credit data for separate respective system participants or said credit data with separate respective credit allowances.

[c14]   14. The method of claim 12, wherein,

e) said step of identifying system participants includes the step of identifying an account manager; and

f) said step of producing credit data includes the step of producing credit data indicative of at least a part of said transactions to be credited to said account manager.

[c15]   15. The method of claim 13, wherein,

g) said step of producing separate respective credit data for separate respective system participants includes the step of producing said separate respective credit data directly from said transaction data or indirectly in response to said credit data.

[c16]   16. The method of claim 13, wherein,

h) said step of producing credit data, producing separate respective credit data for separate respective system participants or said credit data with separate respective credit allowances, includes the step of producing separate respective credit data for separate respective transactions.

[c17]   17. The methd 13, wherein,

i) said step of producing credit data, producing separate respective credit data for separate respective system participants or said credit data with separate respective credit allowances, includes the step of producing said credit data for vendors with a preferred presence with one or more system

participants or for vendors with an associated presence with one or more system participants.

[c18]   18. The method of claim 12, including, wherein,

j) the step of identifying said transactions with system participants acting in said transactions and system participants reacting to said transactions.

[c19]   19. The method claim 18, wherein,

k) at least some of said system participants reacting to said transactions receive credit data derived from credit data credited to said system participants acting in said transactions.

[c20]   20. The method of claim 12, including the steps of,

l) identifying a primary vendor and an associate vendor, related to said transaction data, producing preferred vendor or associated vendor credit data related to said primary and secondary identification.